

Zoflora

2022 Christmas Campaign
Case study

The challenge

The objective of this campaign was for influencers to show their followers how they keep their homes clean in the run up to Christmas, using Zoflora's new Christmas collection, 'Winter Spice'.

Every influencer was asked to create one Reel showing how easy it is to use the Zoflora disinfectant wipes and spray in order to achieve a clean and fresh looking home in time for the Christmas holidays when friends and families will be arriving.

The solution

Using our unique AI Powered Discovery Engine we discovered UK based Instagram influencers with strong Reel view rates. All influencers needed to show cleaning, cooking or craft making content on their profiles.

Some influencers that were onboarded filmed creative Christmas craft videos, whilst others shared their clearing up routines after having a festive meal with the family. All incorporated the use of the new Zoflora products.

The outcome

Overall, 6 influencers created 10 pieces of content for this campaign and collectively gained a highly impressive **reach of 966,578 which is an outstanding reach rate of 445%**, from just 120k of combined following!

Their reels **gained over 50k views** (with a 23% view rate). This campaign showed Zoflora how having different types of influencers who can create a variety of content, could reach a wider audience than their usual clean-fluencers audiences.

Meet some of the influencers – Highest Performing Reel Post



Vicky

 [@the_robinsonfamily_abode](#)

32.5K Followers

Views: 10,522

Reach: 204,000

Likes: 386

[View post](#)



Meet some of the influencers – Highest Performing Reel Post



Lisa

@the_haddon_home

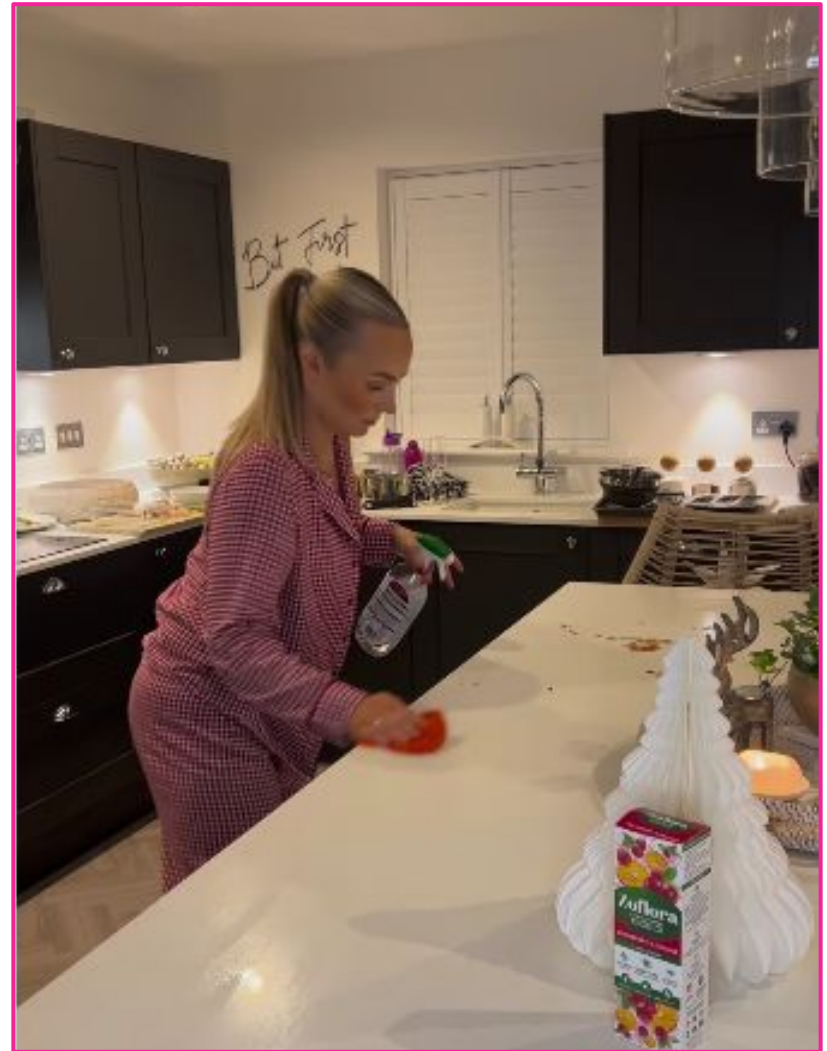
27.9K Followers

Views: 7,802

Reach: 188,305

Likes: 140

[View post](#)



Campaign highlights

Influencers



Content Pieces



Combined Follower Count



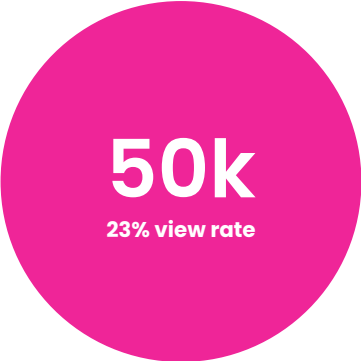
Reach



Engagements



Story/Video Views



Duration

